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NBC'S 'HOME' SWEET

Peacock web ties week with sweeps leader CBS

BY TOM BIERBAUM

of the season by that measure. Also boosting NBC to its week-long tie were Sunday night's "Bonanza: The Return" vidpic and the "Back to Bonanza" special, which combined to ride off with that network's highest non-sports Sunday rating since last May 23.

The Peacock web looked even stronger in the key adults 18-49 demo, winning the week with a 7.3/19, followed by ABC's 7.0/18, CBS' 6.3/16 and Fox's 5.2/15.

ABC may have programmed itself out of a November sweeps win with "JFK: Reckless Youth," which made history as the lowest-rated regular-season multipart ever on television, excluding such limited series as "Secrets of Lake Success" (Daily Variety, Nov. 29).

the 26-night Nielsen sweeps averages are: CBS, a 13.0 rating, 21 share; ABC, 12.5/20; NBC, 12.2/20; Fox Broadcasting Co., 7.5/12. Adults 18-49 ratings are: NBC's "Home Alone" brought the network even with CBS for the Nov. 22-28 primetime Nielsen's week, giving NBC its first share of the Nielsens lead since the NBA Playoffs last June.

Still, CBS' first-place tie keeps that web in control of the November sweeps — on the way to what would be its first November victory in nine years.

Through Monday of this week (leaving just two nights to count),

last November.

"Home Alone" conked last week's competition, banging out the second-highest share for a network-television theatrical film in seven seasons. Since "Raiders of the Lost Ark" unearthed a 37 share back on Sept. 28, 1986, only the 38 share of "Fried Green Tomatoes" last May 2 has topped the Thanksgiving-night 36 share scored by "Home Alone."

NBC Research estimates 60.6 million viewers watched at least some of "Home Alone," making it the "most watched" program

Turn to page 21